

REMARKS/ARGUMENTS

The Office Action mailed November 5, 2003 has been reviewed and carefully considered. Claims 1 and 34 have been amended. Claims 1-68 are pending in this application, with claims 1 and 34 being the only independent claims. Reconsideration of the above-identified application, as herein amended and in view of the following remarks, is respectfully requested.

In the Office Action mailed November 5, 2003, claims 1-68 stand rejected under 35 U.S.C. §103 as unpatentable over U.S. Patent No. 6,330,595 (Ullman) in view of U.S. Patent No. 5,774,664 (Hidary).

Before discussing the cited prior art and the Examiner's rejections of the claims in view of that art, a brief summary of the present invention is appropriate. The present invention relates to a system in which hyperlink information is associated with a video so that a user viewing the video may select a hyperlink in the video content (page 5, lines 2-4 of the specification). An example of the how the present invention may operate is disclosed on page 5, lines 10-14 and on page 13, line 17 to page 14, line 2, wherein a video shows a person walking from room to room and hyperlinks are associated with different pieces of furniture shown in the various rooms. The links may direct the user to a website containing information about the furniture (e.g., if the furniture is antique) and/or a site containing information about how to purchase the furniture (page 5, lines 13-14). The hyperlink for each piece of furniture is selectable by selecting the area in which the furniture appears at the time the furniture appears in the video. Accordingly, the hyperlink for a chair is only selectable for the portion of time that the chair is displayed in the video (page 5, lines 12-13).

According to the method of the present invention, the hyperlinks are first associated with time and place coordinates in the video (page 10, lines 19-21). In the example given above, a

hyperlink for a piece of furniture would be associated with the time and position coordinates at which the piece of furniture appears in the video. As a user views the video, the user may select one of the hyperlinks associated with the video. This selection by the user may be accomplished by selecting the area of the hyperlink using an input device 160 (page 9, lines 14-16).

While the video is playing, the existence of a link may be indicated to a viewer of the video in various ways such as, for example, by information indicating visually to the user the existence of a hyperlink, by a visual object pointing to the visual object associated with a hyperlink, or by displaying bounds of an object with an associated hyperlink (page 13, lines 1-7).

Upon selection of the hyperlink, a content reference in an electronic document associated with the selected hyperlink is determined based on the position and time coordinates selected (page 11, lines 3-5). Once the connection to the electronic document is established, the user's browser begins a session with the new link, i.e., the selected hyperlink which may comprise any type of electronic document (page 14, lines 3-9).

Independent claims 1 and 34 have each been amended to clarify that the selection of the hyperlink by the user is made while the video is being displayed.

Ullman discloses a system for integrating video programming with the information resources of the Internet. According to Ullman, a video program embedded with uniform resource locators (URLs) is received at a computer based system (col. 4, lines 45-49 in the Ullman reference). In col. 5, lines 7-12, Ullman discloses that the URLs have a time stamp to indicate when they should be displayed during the video program. As an alternative, Ullman also states in col. 5, lines 11-12, that a user may select when to call the particular web pages.

In the first case, the time stamps in Ullman are used to display the contents of the URLs on a user computer in synchronicity with the display of the video (col. 7, lines 43-51).

That is, the associated links are automatically displayed when elapsed time of play of the video reaches the time stamp of the associated link. This embodiment of Ullman fails to teach or suggest the claimed invention because the URLs are associated with a time only, and not with plural coordinates as expressly recited in independent claim 1. Furthermore, the user of Ullman does not select the URLs. Rather, the URLs are automatically displayed at certain times during the video (see e.g., col. 8, lines 19-24 and lines 38-67), as is also expressly recited in independent claim 1.

In the alternate embodiment of Ullman in which the user selects when to call particular web pages, Ullman discloses at col. 8, lines 24-37, that this is accomplished by using a control panel, separate from the video, which provides a list of URLs that have been received, thereby allowing the user to go back and retrieve web pages previously displayed. Since the control panel is provided in a region separate from the video from which the URLs are selected, this embodiment also fails to disclose that the hyperlink is associated with plural coordinates or that the user selects a hyperlink by selecting coordinates at which the selected hyperlink appears in the video, as expressly recited in independent claim 1.

The Office Action states that col. 3, lines 63-67, and col. 4, lines 1-2 of Ullman disclose the step of selecting by the user, a selected hyperlink in the video by selecting coordinates at which the selected hyperlink appears in the video. As stated above, independent claims 1 and 34 are amended to recite that the user makes the selection of the hyperlink while the video is playing. Support for this limitation is found on page 5, lines 5-6. The section of Ullman cited by the Examiner states that different streams of URLs may be sent with the video to different users. Even if these URLs are considered to be selected by the user because they are based on the user's profile, this section clearly does not disclose that user selection of a URL in the video while the video is

being displayed on the display. Rather, the section of Ullman cited by the Examiner discloses which URLs to include in the video. These URLs must be selected prior to playing the video. Furthermore, Ullman does not teach or suggest connecting the browser to the new session of the selected hyperlink and switching the connection of the browser to the new session, as recited in independent claims 1 and 34.

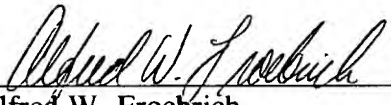
Hidary fails to teach what Ullman lacks. Hidary discloses an enhanced video programming system and a method for incorporating and displaying retrieved integrated internet information segments. According to Hidary, URL codes may be incorporated in vertical blanking interval (VBI) portion of a video (see col. 4, lines 44-49, and col. 5, lines 36-37, of Hidary). During playing of the video, client software 106 automatically connects to URLs embedded in the video (see col. 7, lines 40-59). In one embodiment, the web page is automatically displayed when related video content is displayed (col. 7, line 66 to col. 8, line 4). In another example, the URLs are placed on a list from which a user can select one of the URLs (col. 8, lines 4-16). Since the list disclosed by Hidary is separate from the video, Hidary fails to teach or suggest selecting coordinates at which the URLs appear in the video.

In view of the above amendments and remarks, it is respectfully submitted that independent claims 1 and 34 are allowable over Ullman in view of Hidary.

Dependent claims 2-33 and 35-68, each being dependent on one of independent claims 1 and 34, are allowable for at least the same reasons as independent claims 1 and 34.

Respectfully submitted,

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